

LEO BURNETT U.S.A.

A SERVICE OF LEO BURNETT CREATIVE, INC.

Ad No. 587-(MATCHBOOK)-Req. No. 77148-1/2 Page Horizontal-4/color-(9 3/4 x 5 5/8 inches)

Supplements, 1983

Printed in U.S.A.

SARATOGA 120's
Leisure length. Low in tar.

*"Sam, you can play it again
after I finish my Saratoga."*

© Philip Morris Inc. 1983

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

The advertisement features a close-up of a piano keyboard. On the left, a pack of Saratoga 120's cigarettes stands upright, with several cigarettes visible. In front of it lies a red matchbox with the Saratoga logo and a single cigarette. The background is dark and moody, with a plant visible on the far left. The text is elegantly styled, with the brand name in a large serif font and the tagline in italics.